

--ABSTRACT

There is provided an advertising system and method using an Internet web browser, in which one of a menu bar, location bar, tool bar, etc. in the screen of the web browser, that is not used for displaying information from a server, is used for displaying advertisements, during a period of time for which function commands are not inputted, thereby improving effectiveness of advertisement. The advertising method using a web browser is constructed in such a manner that a moving state of a cursor is detected when a web browser is activated to be displayed, an advertising logo or phase is displayed at a portion above a text box when it is detected that the cursor is not positioned at a command input box such as menu bar, tool bar, location bar, etc., and a corresponding command input bot at which the cursor is located is displayed to receive a control signal from a user when it is detected that the cursor is placed at one of the menu bar, tool bar, location bar, etc.--